

Expertise Plus Newsletter

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InSight

Colour Trends Outlook 2015/2016

High-performance colour products that allow women to truly express themselves through unique and distinctive looks, are in high demand. Through extensive market research, BASF has identified the most influential cultural energies and trends that affect the beauty care industry in 2014 and 2015: Daily luxury, glamorous energy, exotic pause, neo-romantic and more...

We wish you a peaceful Christmas and a glamorous party time to celebrate the New Year!

To know more about the new Color Trends program 2016 please contact us, we will be happy to assist you.

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at www.btc-europe.com/solution-finder.



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